



**Healdsburg Tourism Improvement District
Meeting Minutes
October 16, 2018**

Present: 235 Suites, H2, Harmon House, Haydon Street Inn, HH, Duchamp, Camellia Inn, Les Mars, BW (represented by Eric Markson)

Guests: Assistant City Manager, Joe Irvin

Staff: Kathy Babcock, Carla Howell

Brian Sommer opened the meeting

Financials/Minutes: M/Farmer/2nd/Nelson

Occupancy Report: Brian Sommer reported that he has had discussions with the City Finance Director regarding how the Occupancy should be reported and that she will ask her staff to follow suit.

Presentations on Digital Marketing: Board heard from three companies regarding their digital/social media proposals.

Bay Area Digital Solutions

TIV

The Engine is Red

Each presentation was different based on the company's expertise in certain areas. The majority of the board felt that The Engine is Red is the best fit since they had already designed the Taste Maker campaign and have a good understanding of next steps. Kathy will follow up with each presenter, and ask for a detailed proposal cost and time line from The Engine is Red.

Aspire Branding Report: Alison had planned a FAM trip for a small group in November, now it is looking like that may turn into three individual trips. More information to follow

Geiger: Scheduled for one more trip 2018 November 12-15. Sustainable vs. Biodynamic. Shed will host a discussion panel regarding topic and include growers, winemakers, etc.

Kathy Babcock Marketing Report:

Media Plan: 2019 budget not finalized

Tastemaker: Videos scheduled for next few weeks including interviews with Corazon members, Ari Rosen and footage at the Dios de Los Muertos October 28.



HEALDSBURG
CHAMBER OF COMMERCE
& VISITORS BUREAU

Marketing Subcommittee: Holly, Brian, Tom continue to meet with Chamber Marketing subcommittee and asked for \$10,000 investment to be matched by Chamber and Wine Walk to fund a strategic marketing plan to be generated by Chris Denny and the Engine is Red. Motion to approve funding M/Colsten2nd/Fox/ unanimous. Circe suggested that the \$10,000 be repaid in March from DD funds

Gala: No report

Destination Development: Applications are open until Jan. 31, 2019. Committee will discuss in February and grant in March 2019. The member at large seat held by Jan Morgan was extended to a two year term ending in January 2020.